



The Gallaudet University Marketing group shares information at a July 21 meeting about ways to make people on and off campus more aware of the University's products.

## Campus marketing group strives to spread the word about Gallaudet

Striving for the strongest possible academic programs is the top priority for any institution of higher learning. Running a close second is the need for universities to project a positive image of themselves to the public.

At Gallaudet, a strategic effort to market University-related materials—which may range from educational videotapes and research texts, to brochures on services to deaf people through Gallaudet's regional centers, to alumni memorabilia—is being undertaken by representatives from more than a dozen departments on Kendall Green.

The Gallaudet University Marketing group (G.U.M.), which was formed this spring, meets once a month to coordinate marketing efforts, share information, and tackle problems that any of the departments involved may have.

"Our goal is for the University to benefit from a better coordinated marketing effort so that everyone on or off campus who is interested in the University knows who is doing what," said Dan Wallace, marketing coordinator for the Gallaudet University Press, who serves as moderator for the group.

"Gallaudet has a line of first-rate products, but often people on campus aren't aware that they exist," said Wallace. "For example, The Gallaudet Research Institute has developed a mental health directory, but few people know about it. So, you can get in a situation where you do your own job and you may not be aware of the other potential resources of the University. This group serves as a reminder."

An interdepartmental marketing group is not new at Gallaudet. Wallace said that his predecessor, Pat Hurt-Rittenburg, started a similar effort several years ago, but when she

left the University, the group became dormant. On the suggestion of Gallaudet University Press Director Elaine Costello, Wallace said he called all the departments on Kendall Green that are involved in any type of marketing effort, and got the group active again.

In addition to the Press, the departments that are now involved in G.U.M. are Pre-College Outreach; Gallaudet Research Institute; the Gallaudet Bookstore; the Gallaudet University Alumni Association; Enrollment Services; Recruitment and Marketing; Continuing Education and Outreach; TV, Film, and Photography; Development; the National Information Center on Deafness; Public Relations; Audiovisual Media; and Publications and Production.

The meetings are informal, yet structured, with an agenda that includes a variety of speakers from on and off campus who present topics—for example, how to build an effective mailing list. During the meeting, G.U.M. members also critique each other's catalogues and brochures, and tell about upcoming projects that they may need advice on or assistance with.

"Everyone in the group is very enthusiastic, and they have taken advantage of the cooperative opportunity," said Wallace. He said that at the recent Convention of American Instructors of the Deaf and Conference of Educational Administrators Serving the Deaf in Baltimore, Md., four departments in the group pooled their resources and shared two exhibit booths, which proved more effective than if each department had set up its own exhibit.

"The more we do this, the stronger each department becomes," said Wallace. "Maximizing our potential leads to good promotion of Gallaudet."

## AT&T outreach manager describes advances in telephone relay services

To Lindsay Dunn, working for AT&T as the outreach manager at the District of Columbia Relay Center is more than a job. It's his chance to give to other people something he missed out on for three years in his childhood—easy communication with other people.

Dunn's presentation on the Washington, D.C. Relay Center July 16 in the Ely Center Auditorium was the seventh in a series of 10 lectures in this summer's annual Deaf Enrichment and Arts Festival sponsored by the College for Continuing Education and Outreach. Michael Baer, account manager at Maryland Relay Service, was called away on business and unable to join Dunn as originally planned.

Dunn opened his lecture by telling how he became deaf from meningitis at the age of 11; despite knowing four languages, he was suddenly blocked from communication with his hearing peers and relatives. At the time, he lived in South Africa. Prohibited from attending a school for white deaf children close to his home, he had to wait three years before being accepted to a school for black deaf students in Cape Town, where he was exposed to sign language for the first time.

Telephones are crucial to everyday communication between people, Dunn said. "Hearing people love to use the phone," he said, observing that some of his friends have as many as nine at home. Dunn jokingly speculated that these phones were placed in the bathroom or even on the ceiling. "Deaf people can't do that! At \$300 [per TTY] we'd be broke for sure!"

Dunn traced the history of phone accessibility. Initially, deaf, hard of hearing, and speech impaired people had no access to telephone use except through hearing friends and relatives—including young children.

Deaf people did not gain phone access until after World War II when used teletypewriters were hooked up to modems and used to communicate on the telephone. The old-style TTYs evolved into modern TTYs, sometimes called Text Telephones (TTs), although, Dunn conceded, research has found that the deaf community prefers the term TTY.

Volunteer relay services for deaf, hard of hearing, and speech impaired people started 15 years ago, according to Dunn, but were often limited. Service was generally not provided overnight, relay agents were not trained, and confidentiality was not assured.

The first professional relay center was established by AT&T in California in 1987, Dunn said. Now, in the United States and its territories, only North Dakota and Guam do not yet have an established relay service, according to Dunn. The Title IV Mandate in the Americans with Disabilities Act requires that all states and territories have a telephone relay service by July 26 this year, Dunn said.

Communication assistants—as AT&T terms them—who service relay calls, are being trained more and more each year, according to Dunn. AT&T is now in the process of developing certification that communication assistants will be required to earn in order to keep their jobs.

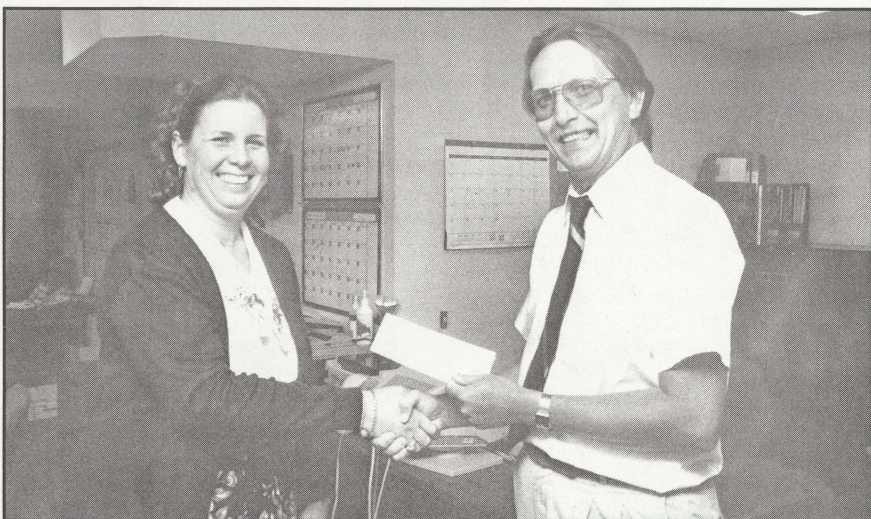


Lawrence Daniels (center front), a finisher with the Physical Plant Department, celebrates 35 years of service to the University and the leisure hours to come by cutting the cake at a party marking his retirement July 16 in "Ole Jim."





University Librarian John Day congratulates Media Librarian Thomas Harrington on his 20th anniversary at Gallaudet. Harrington began in 1973 as an assistant librarian.



Larry Mobler, a Computer Operations shift supervisor, gives computer operator Susan Traxler a savings bond in recognition of her 10 years of employment at Gallaudet.

## 'Deaf Mosaic' receives \$10,000 grant

"Deaf Mosaic," the award-winning television series produced by Gallaudet's Department of TV, Film, and Photography, has been awarded a \$10,000 grant by the Merrill Lynch and Co. Foundation, Inc., New York, N.Y.

The grant will be used to pay for voiceovers, new equipment, travel, interpreters, and other production expenses related to the program.

"This generous gift relieves many 'Deaf Mosaic' production pangs and will enable us to produce an even

better national and international television program for and about deaf people," said Sandra White, senior producer/director in TV, Film, and Photography. White applied for the grant last year on the encouragement of Christopher Sullivan, assistant vice president for Deaf/Hard of Hearing Investor Services for Merrill Lynch.

Sullivan said this marks the third year that Gallaudet has received a \$10,000 grant from the Merrill Lynch foundation. The past two grants, however, went to the University, and not to a specific department. This year's award was made, said Sullivan, "in recognition of 'Deaf Mosaic's' great achievements, and also in continued recognition of Gallaudet's contributions to deaf society."



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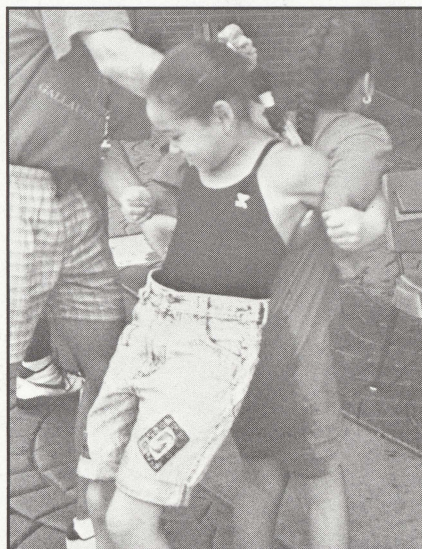
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Girls in the Children's Instructional Summer Program cool off by breaking water balloons on their backs in the Goofy Olympics.

## Fitness industry should consider needs of deaf consumers, says Oliva

While some members of the fitness industry have recognized the market for exercise videotapes and classes that use signs to visually cue exercise routines for deaf people, the industry has been reluctant to listen to deaf people about what those cues should be, according to Gina Oliva, an assistant professor in the Department of Physical Education and Recreation and Director of the Aerobics and Fitness Training Institute of the Deaf.

Oliva gave a presentation on the topic, "The International Deaf Community and the International Fitness Community: A Unique Challenge," in Ely Center July 13 as part of the Deaf Enrichment and Arts Festival lecture series, sponsored by the College for Continuing Education and Outreach.

Initially, the fitness community thought signs and visual cues would only help deaf people, but Oliva saw a much broader future for exercise classes that use signs, she said. "I knew that many instructors had voice injuries from yelling over the music and that many taught in foreign countries. So I thought visual cueing was coming to the forefront, and I wanted very much for those visual cues to be from deaf people, from ASL, from a visual-gestural base."

But Oliva had a tough time convincing the established exercise community to listen to her. When the aerobics movement started around 1978, Oliva tried an aerobic dance class, enjoyed it, and trained to be a teacher. Her background in dance enabled her to follow the exercise routines even though she could not hear the teacher's instructions, she said.

She started teaching an aerobics class of deaf and hearing people at Kendall Demonstration Elementary School under the auspices of a major aerobics company and put signs to the words, movements, and music of the routine. When the company started plans to publish a book of visual cues and market classes for deaf people but would not allow Oliva to take an active role in the project, she resigned.

"At that point, I felt they had taken advantage of me," she said. However,

she knew "that somehow I would come back to teaching." One year later, she started working with Gallaudet's Department of Physical Education and Recreation, setting up exercise classes that would become known as "The Gallaudet Workout."

Over the years, Oliva has worked with two nationally recognized hearing exercise instructors who invented and published their own visual cues for exercise classes. One was less than open to input from a deaf person, preferring to invent her own visual cues rather than the ones that develop naturally from ASL.

One nationally known instructor who is open to Oliva's expertise is Gin Miller, the creative development specialist for the Step Reebok program. Oliva is working on contracts with Reebok for visual cues.

Oliva, who is pursuing a doctoral degree at the University of Maryland, has received several awards for her work in the fitness field, including one from *Shape* magazine and one from the President's Council on Physical Fitness. She created the videotapes "Sign 'n Sweat," the only 60-minute exercise video that is signed, voiced, and captioned, and "Shape Up and Sign," a video for children.



Gina Oliva

## Classified Ads

**Classified ads** are printed for Gallaudet faculty and staff. Ads must be submitted in writing in person or by mail to *On the Green*, MSSD, Room G-37. Off-campus phone numbers must include an area code and whether the number is voice or TTY. Ads may be run two weeks if requested and if space permits. In compliance with the Education of the Deaf Act of 1992, as amended, payment of \$1 per ad per printing must accompany each ad. Ads received July 26-30 will be printed in the Aug. 9 issue.

**WANTED:** Babysitter for 3-mo.-old infant beginning Aug. 14, flexible hrs. Call Mary, (202) 722-5866 (TTY) or E-mail MKLOTT.

**WANTED:** Nonsmoker to assist deaf-blind female w/clerical work part time, interpreting/reading, driving, shopping, spa, and babysitting; must have computer and typing skills, driver's license and car, child care and interpreting experience, health club interest a plus; pays \$5/hr. Call (301) 933-4073 (TTY).

**FOR SALE:** Portable TTY, new cond., w/all papers and carrying case, \$155.70/nego. Call Tom, (703) 255-9483 (V).

**FOR RENT:** Private bedroom and bath in Silver Spring, Md., w/fitness center, spa, and

pool, 25 min. from Kendall Green, avail. August, \$350/mo. plus 1/2 elec. Call (301) 890-2435 (TTY).

**FOR RENT:** Private bedroom and bath in townhouse near Laurel, Md., avail. immediately, \$350/nego. Call Paul, (301) 699-6869 (TTY) days.

**WANTED:** Mature, professional, clean, quiet, nonsmoking female to rent room in Westchester Park (College Park/Greenbelt, Md.), near I-495, BW Pkwy., and Kenilworth Ave., nearby Metro to open Dec. '93, must like cats, \$350/mo. incl. util. and pool. Call Sharon, (301) 441-2863 (TTY) or E-mail SADAVIS.

**WANTED:** Nonsmoking, mature roommate(s) to rent luxury apt. in College Park, Md., high-rise, share w/couple, near I-495 and BW Pkwy. Call x5484 or E-mail CLSMITH.

**FOR SALE:** 4-yr.-old Pomeranian, \$200/BO. Call S. Antonio, (301) 869-8859 (TTY).

**FOR RENT:** 4-plus BR house, Silver Spring, Md., avail. Sept. 1, \$1,150/mo., plus util., nego., responsible professionals only. Call Doris, (301) 439-2362 (V/TTY).